

ABSTRACT

Methods and products relating to personalized webpage content aggregation. A target webpage is displayed on a user's machine. The source code of that page is then decoded to determine which content relates to which element on the webpage. The different areas on the webpage are then presented to the user with each element occupying an area. The user then selects at least one area for display on a user web portal. Based on the user selection, the content relating to the element in the user chosen area is then copied and presented on the user web portal. Periodic updates can be accomplished by having the user machine automatically retrieve the chosen content from the target page at user defined intervals and according to selected retrieval rules. This content is then presented to the user web portal.